

09/118351

February 27, 2004



Assistant Commissioner of Patents

Washington, DC 20231

**PROTEST UNDER 37 CFR 1.291(a)**

Re: Electronic shopping cart display system

US File # 20030195800

Filed: 4/10/2002

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is 20030195800

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon an advertising database maintained at the client level in a client-server ad delivery system. A "Related Item" advertising database is placed from a server to client hot spots or kiosks (0011) such that when a "smart UPC" item is moved into proximity range of the kiosk, related advertising is displayed and/or coupons are printed for those related items. Another embodiment delivers the database to wireless "ESC" (Electronic Shopping Cart Display System (0009)) terminal that delivers advertising based upon location as well as keywords and/or URLs selected while mobile. This type of configuration is described in US Published Application **20010028301**. Uploads and downloads are performed through a wired or broadband wireless internet communications or through an internet connection. (0041)

Relevant Claims are: 11, 14 and others. The abstract reads, "A system and method is provided for marketing products to a customer when the customer is shopping. This invention contemplates reading the UPC tag of an item carried by a customer and marketing related items to the customer prior to checkout. Related items may be complementary, matching, prerequisite, or competitive items. The related items may be marketed to the customer by, e.g., displaying advertisements for the related items on screens located throughout the store, printing coupons for the related items, or storing electronic coupons for the related items onto a coupon card. Marketing related items to customers in this manner encourages customers to buy those items before leaving the store."

The inventor describes the invention as though it is an equivalent of an electronic communication system ... like the internet ... because it is in fact a client server

application. Moving from Point A to Point B as well as the time frame you move from A to B are purely voluntary user exercises similar to surfing the internet and going to web sites at will. In a location based system, advertising is delivered and displayed based upon these voluntary user actions in one form or another, albeit audible or a monitor screen or other messages, when made through a comparison of location to proximity of goods (0008) to an advertising database containing a database of items relevant to the smart UPC the user is voluntarily moving to the proximity of the store kiosk. Ads are then delivered to the user consequential to his or her actions and the item they already placed in their cart. Descriptions of these actions and functions are described in (0008) (0009) (0011) and (0012) and others.

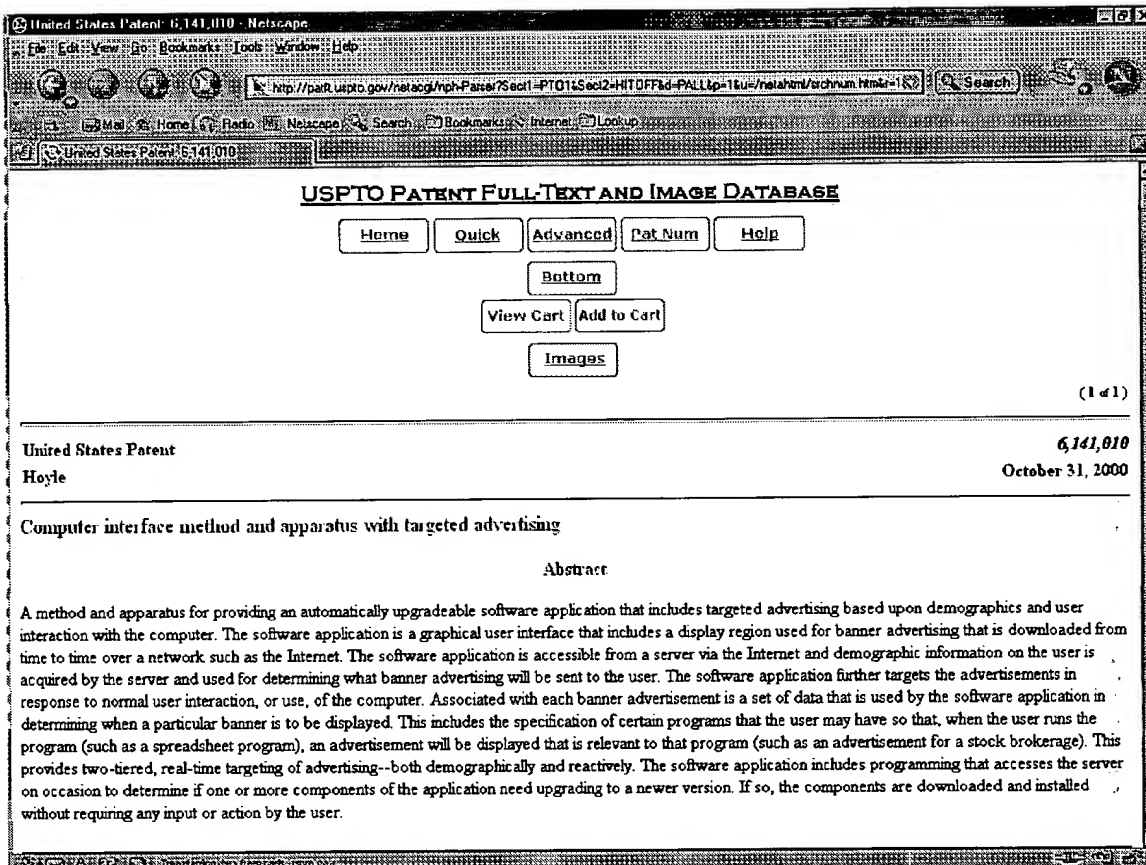
This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this application. The filers are correct that a targeted system based on voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology
4. Published Application **20010028301**, filed a full year before this application.

There may be more prior art preceding the 4/10/2002 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.



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Claria - Corporate Overview - Overview

# CLARIA

CORPORATE OVERVIEW

## Overview

### Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 300 Advertisers - including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads - boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

### History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K. and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology Crossover Ventures, U.S. Venture Partners, Investor AB, and Capitalink Capital.

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## TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

Bibliographic data	Description	Claims	Abstract	Full text	INPADOC LEGAL status
Patent number:	CA2328913				
Publication date:	1999-10-29				
Inventor:	ZETMEIR KARLO (US)				
Applicant:	ZETMEIR KARLO (US)				
Classification:					
International:	H04M000				
European:					
Application number:	CA10002228913, 10000414				
Priority number(s):	US 10000000041, 10000017, WO 10000000041, 10000414				

Also published as:

- WO9905066 (A1)
- EP1076963 (A1)

View INPADOC patent family

### Abstract of CA2328913

A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.